

## Message Text

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PAGE 01 STATE 304650

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FM SECSTATE WASHDC

TO AMEMBASSY KUALA LUMPUR

INFO AMEMBASSY SINGAPORE

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E.O. 11652:N/A

TAGS: MY , BEXP

SUBJECT: REQUEST FOR MARKET BRIEF ON PRINTING AND GRAPHIC

--- ARTS EQUIPMENT MARKET IN MALAYSIA

1. IN SUPPORT OF PRINTING AND GRAPHIC ARTS EQUIPMENT EXHIBITION BEING PLANNED FOR USRTC, SINGAPORE (OCTOBER 1976), OIM WOULD APPRECIATE RECEIVING MARKET BRIEF COVERING MALAYSIAN MARKET OPPORTUNITIES. MARKET DATA IS NEEDED BOTH FOR PLANNING OF EVENT AND FOR DISSEMINATION TO U.S. INDUSTRY DURING EXHIBITOR SOLICITATION.

2. MARKET BRIEF SHOULD PROVIDE A CURRENT OVERVIEW OF THE P&GA EQUIPMENT MARKET IN MALAYSIA, INCLUDING PROJECTIONS FOR THE MARKET THROUGH THE YEAR 1980. PLEASE SHOW STATISTICS ON THE FOLLOWING:

(A) INDICATE THE ESTIMATED SIZE OF THE MARKET FOR P&GA EQUIPMENT IN CY 1974, 1975 AND 1980.

(B) INDICATE THE LEVEL OF IMPORTS, EXPORTS AND PRODUCTION  
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PAGE 02 STATE 304650

OVER THE ABOVE PERIOD.

(C) FOR THE SAME YEARS, SHOW THE U.S. SHARE OF MALAYSIA'S IMPORTS, AND INDICATE MAJOR THIRD COUNTRY SUPPLIERS AND

THEIR ESTIMATED MARKET SHARE.

(D) FORECAST THE GROWTH RATE IN TOTAL LOCAL CONSUMPTION BETWEEN 1975 AND 1980. DISCUSS BRIEFLY, ECONOMIC, SOCIAL AND OTHER FACTORS EXPECTED TO BE IMPACTING THE CHANGE IN MARKET SIZE FROM 1975 TO 1980.

3. IDENTIFY SPECIFIC TYPES OF U.S. P&GA EQUIPMENT FOR WHICH THE MALAYSIAN MARKET APPEARS TO HOLD PARTICULAR PROMISE OVER THE NEXT FIVE YEARS (1976-1980).

4. IDENTIFY MARKET SECTORS THAT OFFER THE BEST OPPORTUNITIES FOR SALES OF P&GA EQUIPMENT (E.G., IN-PLANT PRINTERS, COMMERCIAL PRINTERS, ETC.).

5. DISCUSS MARKET CONDITIONS (E.G., GOVERNMENT PLANS, POLICIES OR MAJOR INDUSTRY CHANGES) WHICH MIGHT FACILITATE OR IMPEDE THE IMPORTATION AND SALES OF U.S. EQUIPMENT.

6. A BRIEF LIST OF MAJOR CATEGORIES OF P&GA EQUIPMENT FOR THE EMBASSY'S USE IN UNDERTAKING THE MARKET RESEARCH ASSIGNMENT IS SHOWN BELOW:

PHOTOTYPESETTING EQUIPMENT  
OTHER TYPESETTING EQUIPMENT  
GRAPHIC ARTS CAMERAS (PROCESS CAMERAS)  
LIGHTING SYSTEMS  
PROCESSORS AND OTHER GRAPHIC ARTS EQUIPMENT  
PLATEMAKING EQUIPMENT (GRAVURE, LETTERPRESS, OFFSET AND  
---OTHER LITHOGRAPHIC)  
PRINTING PRESSES (NEWSPAPER, GRAVURE, LETTERPRESS,  
---OFFSET AND OTHER LITHOGRAPHIC)  
BOOKBINDING EQUIPMENT  
OTHER CUTTING, GATHERING, AND BINDING EQUIPMENT  
SPECIALIZED PRINTING AND GRAPHIC ARTS QUALITY CONTROL  
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PAGE 03 STATE 304650

---EQUIPMENT

7. EMBASSY'S COOPERATION IN PREPARING REPORT IN AIRGRAM FORM TO REACH OIM BY FEB. 27 WOULD BE APPRECIATED. ROBINSON

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